

Message Text

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PAGE 01 TEHRAN 05053 080504Z
ACTION NEA-10

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UNCLAS TEHRAN 5053

USDOC FOR CAGNE/PETER HALE FROM E/C COUNSELOR BREWIN

E.O.11652: N/A
TAGS: BDIS, IR
SUBJ: CHANNING CASSETT - AMERICAN DESIGNER FASHIONS,
LIMITED (ADF)

REF: (A) TEHRAN 03257, (B) USDOC 06639, (C) TEHRAN 03207
(D) TEHRAN 02951, (E) TEHRAN 1347

1. AS YOU KNOW, REFTELS DEAL WITH LONG-STANDING TRADE COMPLAINT OF THREE PROMINENT IRANIAN LADIES AGAINST CHANNING CASSETT OF AMERICAN DESIGNER FASHIONS, LTD. FOR LATTER'S NON-DELIVERY OF MERCHANDISE (OR, IN ONE CASE, VERY TARDY DELIVERY OF NO-LONGER-WNATED MERCHANDISE), ALTHOUGH LADIES HAVE PAID IN FULL. IN ADDITION, TEHRAN 2951 CITES FOUR COMMERCIAL CABLES AND TWO LETTERS FROM THIS POST WHICH HAVE BROUGHT FORTH VIRTUALLY NO RESPONSE FROM CASSETT AND HIS ASSOCIATES. I HAVE MADE A CAREFUL EXAMINATION OF OUR BURGEONING FILE ON THIS SUBJECT AND CAN ONLY CONCLUDE THAT THE REQUEST OF THE THREE LADIES FOR REFUND OF THER MONIES IS PERFECTLY JUSTIFIED AND EMINENTLY RESPONABLE. YOU SHOULD KNOW THAT ADF'S FAILURE TO MAKE A REFUND IS GIVING THE ENTIRTL ERICAN FASHION DESIGNER INDUSTRY A BLACK EYE IN FARLY HIGH QUARTERS HERE.

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2. IT SEEMS TO ME THA A CREDIT MEMORANDUM AGAINST WHICH WOMEN COULD ACQUIRE ALTERNATIVE ADF CLOTHES NO LONGER PROVIDES A BASIS FOR RESOLUTION OF THESE CASES FOR REASONS GIVEN PARA ONE REFTEL A. NONE OF THE LADIES PLANS A TRIP TO THE U.S. ANY TIME IN THE FORESEEABLE FUTURE AND IT SEEMS MOST UNLIKELY AN AMERICAN DESIGNER FASHIONS' SHOW IN EUROPE COULD BE MADE TO COINCIDE WITH THE PRESENCE OF THE

THREE LADIES THERE.

3. FYI, MRS. VAKIL IS WIFE OF RECENTLY-ELEVATED DEPUTY MINISTER OF PLAN AND BUDGET ORGANIZATION; MRS. ASSADI WORKS IN PBO AND MRS. TAHERI IS WIFE OF MOHAMMAD TAHERI, PROMINENT TEHRAN INDUSTRIALIST, VERY GOOD FRIEND OF THE U.S. AND MEMBER OF U.S.-IRAN JOINT BUSINESS COUNCIL. ALTHOUGH NONE OF THE HUSBANDS HAS INTERVENED WITH EMBASSY ON BEHALF OF WIVES, I SIMPLY DO NOT THINK IT IS POLITIC TO ALLOW THIS MATTER TO DRIFT INDEFINITELY WITHOUT A RESOLUTION. THE LADIES HAVE BEEN PATIENT ENOUGH AND THEIR CASE FOR CASH REFUND IS OLOID.

4. FINALLY, CASSETT'S APRIL 1976 FASHION SHOW WAS HELD IN THE AMBASSADOR'S RESIDENCE ALONG WITH BLACK-TIE DINNER HOSTED BY THE AMBASSADOR. UNTOLD HOURS OF EMBASSY BACKSTOPPING OF CASSETT WERE REQUIRED TO GET HIS FASHION SHOW PROPERLY LAUNCHED. EMBASSY ASSOCIATION WITH CASSETT'S PROMOTION EFFORT LAST YEAR IS WELL KNOWN HERE AND BY LOGICAL EXTENSION EMBASSY ITSELF HAS BEEN TARRED WITH THIS BRUSH. I SEEM TO RECALL ALSO USDOC ENDORSEMENT OF CASSETT'S PROMOTION EFFORT AND RECOMMENDATIONS TO US THAT WE LEND APPROPRIATE ASSISTANCE. IN ALL CANDOR, I THINK STRONG PITCH TO CASSETT FROM A HIGH LEVEL IN USDOC IS NOW CALLED FOR.

5. WOULD MUCH APPRECIATE ANYTHING YOU CAN DO TO INDUCE ADF TO MAKE CASH REFUNDS. EMBASSY, OF COURSE, WILL BE HAPPY TO RECEIVE THREE CHECKS AND GIVE THEM TO THE
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LADIES AND OBTAIN RECEIPT THEREFOR.

6. PLEASE ADVISE.
MIKLOS

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